

ORDER



Orders
Order / Rev: 720371
Alt Order #: 6364236
Product Desc: GRAVES FOR CONGRESS
Estimate: GRAVES FOR CONGRESS
Flight Dates: 10/08/12 - 10/14/12
Original Date / Rev: 10/08/12 / 10/08/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Media Strategies
Buying Contact:
Billing Contact:
 11350 Randon Hills Road, Suite 670
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: GRAVES/J/D/CONGRESS
Demographic: A25-54
Product Codes: PL-US House Representative
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 10/01/12 | 10/14/12 | 72 | \$61,870.00 | \$52,589.50 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| October 2012 | 72 | \$61,870.00 | \$52,589.50 | 0.00 |
| Totals | 72 | \$61,870.00 | \$52,589.50 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Jim Quinn | | | Start Of Order - End Of Order | 100% |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|------------------------------------|-------|----------------|-------------------|-----|-------------|----------|---------------|------|------|-------|------------|
| 1 | KARE | 10/08/12 | 10/12/12 | M-F 5-6a KARE First Edition M-F | CM | 5-6a | 11111-- | :30 | 5 | \$175.00 | P-2 | 0.00 | NM | 5 | \$875.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | 11111-- | | | 5 | | \$175.00 | | 0.00 | | | | |
| 2 | KARE | 10/08/12 | 10/12/12 | M-F 6-7a KARE 11 Sunrise M-F | CM | 6-7a | 11111-- | :30 | 5 | \$900.00 | P-4 | 0.00 | NM | 5 | \$4,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | 11111-- | | | 5 | | \$900.00 | | 0.00 | | | | |
| 3 | KARE | 10/08/12 | 10/12/12 | Today Show Today Show | CM | 7-9a | 22222-- | :30 | 10 | \$500.00 | P-2 | 0.00 | NM | 10 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | 22222-- | | | 10 | | \$500.00 | | 0.00 | | | | |
| 4 | KARE | 10/13/12 | 10/13/12 | Sat 8-10a KARE 11 Saturday | CM | 8-10a | -----S- | :30 | 1 | \$400.00 | P-2 | 0.00 | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S- | | | 1 | | \$400.00 | | 0.00 | | | | |
| 5 | KARE | 10/14/12 | 10/14/12 | SUN TDY NBC Today Show (Su) | CM | 8-9a | -----S | :30 | 1 | \$175.00 | P-2 | 0.00 | NM | 1 | \$175.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S | | | 1 | | \$175.00 | | 0.00 | | | | |
| 6 | KARE | 10/08/12 | 10/08/12 | M-F 9-10a M-F 9-10a | CM | 9-10a | M----- | :30 | 1 | \$360.00 | P-4 | 0.00 | NM | 1 | \$360.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | M----- | | | 1 | | \$360.00 | | 0.00 | | | | |

Order / Rev: 720371
 Alt Order #: 6364236
 Flight Dates: 10/08/12 - 10/14/12

Advertiser: GRAVES/J/D/CONGRESS
 Product Desc: GRAVES FOR CONGRESS
 Estimate: GRAVES FOR CONGRESS
KARE

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------|------|-------------------|-----------------|-------------------------------------|-------|--------------------------------|---------|-----|-------|-------------|-----|---------------|------|-------|------------|
| 7 | KARE | 10/11/12 | 10/11/12 | M-F 1-2p Rachel Ray | CM | 1P-2P | ---T--- | :30 | 1 | \$100.00 | P-2 | 0.00 | NM | 1 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | ---T--- | | 1 | | | | \$100.00 | | 0.00 | | | |
| 8 | KARE | 10/08/12 | 10/14/12 | M-F 2-3p The Doctors | CM | 2P-3P | 1-1-1-- | :30 | 3 | \$150.00 | P-2 | 0.00 | NM | 3 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | 1-1-1-- | | 3 | | | | \$150.00 | | 0.00 | | | |
| 9 | KARE | 10/08/12 | 10/12/12 | M-F 3-4p M-F 3-4p | CM | 3-4p | -1-1--- | :30 | 2 | \$495.00 | P-4 | 0.00 | NM | 2 | \$990.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -1-1--- | | 2 | | | | \$495.00 | | 0.00 | | | |
| 10 | KARE | 10/08/12 | 10/14/12 | M-F 430-5p Jeopardy | CM | 430-5P | 11111-- | :30 | 5 | \$990.00 | P-4 | 0.00 | NM | 5 | \$4,950.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | 11111-- | | 5 | | | | \$990.00 | | 0.00 | | | |
| 11 | KARE | 10/08/12 | 10/12/12 | M-F 4-430p KARE 11 4 News | CM | 4-430P | 11111-- | :30 | 5 | \$200.00 | P-2 | 0.00 | NM | 5 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | 11111-- | | 5 | | | | \$200.00 | | 0.00 | | | |
| 12 | KARE | 10/08/12 | 10/12/12 | M-F 5-530p KARE 11 5 News | CM | 5-530p | 11111-- | :30 | 5 | \$650.00 | P-2 | 0.00 | NM | 5 | \$3,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | 11111-- | | 5 | | | | \$650.00 | | 0.00 | | | |
| 13 | KARE | 10/08/12 | 10/12/12 | M-F 6-630p KARE 11 6 News | CM | 6-630p | 11111-- | :30 | 5 | \$900.00 | P-2 | 0.00 | NM | 5 | \$4,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | 11111-- | | 5 | | | | \$900.00 | | 0.00 | | | |
| 14 | KARE | 10/13/12 | 10/13/12 | Sat 6-630p KARE 11 6 News Sa | CM | 6-630P | -----S- | :30 | 1 | \$990.00 | P-4 | 0.00 | NM | 1 | \$990.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -----S- | | 1 | | | | \$990.00 | | 0.00 | | | |
| 15 | KARE | 10/14/12 | 10/14/12 | Sun 5-530p KARE 11 5 News Su | CM | KARE 11 5 News | -----S | :30 | 1 | \$1,170.00 | P-4 | 0.00 | NM | 1 | \$1,170.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -----S | | 1 | | | | \$1,170.00 | | 0.00 | | | |
| 16 | KARE | 10/08/12 | 10/12/12 | M-F 630-7p Entertainment Tonight | CM | 630pm-7pm | 11111-- | :30 | 5 | \$1,000.00 | P-2 | 0.00 | NM | 5 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | 11111-- | | 5 | | | | \$1,000.00 | | 0.00 | | | |
| 17 | KARE | 10/13/12 | 10/13/12 | Sat 630-7p MN Bound | CM | 630pm-7pm | -----S- | :30 | 1 | \$810.00 | P-4 | 0.00 | NM | 1 | \$810.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -----S- | | 1 | | | | \$810.00 | | 0.00 | | | |
| 18 | KARE | 10/08/12 | 10/08/12 | Mon Prime THE VOICE | CM | Mon Prime (6:58 PM-9:00 PM) | M----- | :30 | 1 | \$4,000.00 | P-2 | 0.00 | NM | 1 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | M----- | | 1 | | | | \$4,000.00 | | 0.00 | | | |
| E 19 | KARE | 10/09/12 | 10/09/12 | Tue Prime THE VOICE | CM | Tue Prime (6:58 PM-8:00 PM) | -T----- | :30 | 1 | \$4,000.00 | P-4 | 0.00 | NM | 1 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -T----- | | 1 | | | | \$4,000.00 | | 0.00 | | | |
| N 20 | KARE | 10/09/12 | 10/09/12 | Tue Prime GO ON/NORMAL | CM | Tue Prime (8:00 PM-9:00 PM) | -T----- | :30 | 1 | \$4,500.00 | P-4 | 0.00 | NM | 1 | \$4,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/08/12 | 10/14/12 | -T----- | | 1 | | | | \$4,500.00 | | 0.00 | | | |
| 21 | KARE | 10/10/12 | 10/10/12 | Wed Prime LAW ORD:SVU | CM | Wed Prime (8:00 PM-9:00 PM) | --W---- | :30 | 1 | \$1,300.00 | P-2 | 0.00 | NM | 1 | \$1,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |

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Advertiser: GRAVES/J/D/CONGRESS
 Product Desc: GRAVES FOR CONGRESS
 Estimate: GRAVES FOR CONGRESS
KARE

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--------|-------|-------------------|-----------------|--|-------|---------------------------------|---------|-----|-------|-------------|-----|---------------|------|-------|-------------|
| 21 | KARE | 10/10/12 | 10/10/12 | Wed Prime LAW ORD:SVU | CM | Wed Prime (8:00 PM-9:00 PM) | --W---- | :30 | 1 | \$1,300.00 | P-2 | 0.00 | NM | 1 | \$1,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/08/12 | 10/14/12 | --W---- | | 1 | | | | \$1,300.00 | | 0.00 | | | |
| 22 | KARE | 10/10/12 | 10/10/12 | Wed Prime CHICAGO FIRE | CM | Wed Prime (9:00 PM-10:00 PM) | --W---- | :30 | 1 | \$2,250.00 | P-4 | 0.00 | NM | 1 | \$2,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/08/12 | 10/14/12 | --W---- | | 1 | | | | \$2,250.00 | | 0.00 | | | |
| 23 | KARE | 10/11/12 | 10/11/12 | Prime Political Program Prime Political Program | CM | 8-10P | ---T--- | :30 | 1 | \$2,000.00 | P-2 | 0.00 | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/08/12 | 10/14/12 | ---T--- | | 1 | | | | \$2,000.00 | | 0.00 | | | |
| 24 | KARE | 10/12/12 | 10/12/12 | Fri Prime DATELINE | CM | Fri Prime (9:00 PM-10:00 PM) | ----F-- | :30 | 1 | \$2,025.00 | P-4 | 0.00 | NM | 1 | \$2,025.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/08/12 | 10/14/12 | ----F-- | | 1 | | | | \$2,025.00 | | 0.00 | | | |
| 25 | KARE | 10/13/12 | 10/13/12 | Sat Prime CHICAGO FIRE | CM | Sat Prime (8:00 PM-9:00 PM) | -----S- | :30 | 1 | \$300.00 | P-2 | 0.00 | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/08/12 | 10/14/12 | -----S- | | 1 | | | | \$300.00 | | 0.00 | | | |
| 26 | KARE | 10/08/12 | 10/12/12 | M-F 10-1035p KARE News 10p | CM | 10-1035P | 1-1-1-- | :30 | 3 | \$1,500.00 | P-2 | 0.00 | NM | 3 | \$4,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/08/12 | 10/14/12 | 1-1-1-- | | 3 | | | | \$1,500.00 | | 0.00 | | | |
| 27 | KARE | 10/14/12 | 10/14/12 | Post NFL Late News Post NFL Late News | CM | 1030-1105P | -----S | :30 | 1 | \$1,300.00 | P-2 | 0.00 | NM | 1 | \$1,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/08/12 | 10/14/12 | -----S | | 1 | | | | \$1,300.00 | | 0.00 | | | |
| 28 | KARE | 10/08/12 | 10/12/12 | Tonight Show Tonight Show | CM | 1035pm-1135pm | -1-1--- | :30 | 2 | \$500.00 | P-2 | 0.00 | NM | 2 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/08/12 | 10/14/12 | -1-1--- | | 2 | | | | \$500.00 | | 0.00 | | | |
| 29 | KARE | 10/12/12 | 10/12/12 | Late Night Late Night NBC | CM | 1135pm-1235xm | ----F-- | :30 | 1 | \$175.00 | P-2 | 0.00 | NM | 1 | \$175.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 10/08/12 | 10/14/12 | ----F-- | | 1 | | | | \$175.00 | | 0.00 | | | |
| Totals | | | | | | | | | | | | | | 72 | \$61,870.00 |